A9055-IU 10/87

TvBasics 1987-88

The Television Bureau of Advertising's report on the scope and dimensions of television today.

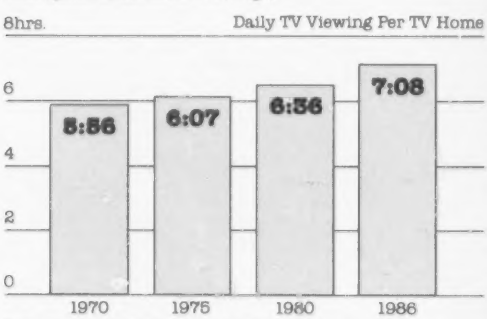
TvB

Television is everywhere, everyday!

TV Household Coverage	**98%**
Number of TV Homes	**87.4 Million**
Number of Color TV Homes	**82.7 Million 95% of TV Homes**
Number of Multi-Set Homes	**51.4 Million 59% of TV Homes**
Total Time Spent with TV Per Day	**7 Hrs. 8 Mins.**
Total Time Spent with TV Per Day	**616 Million Hours**

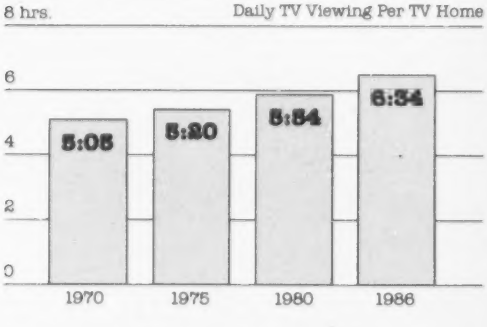
Source: A. C. Nielsen, TV Homes, Jan. 1987; time spent, 1986 annual average.

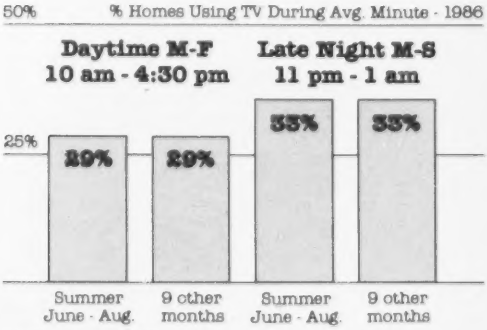
TV viewing tops seven hours per day.



Source: A.C. Nielsen, annual averages

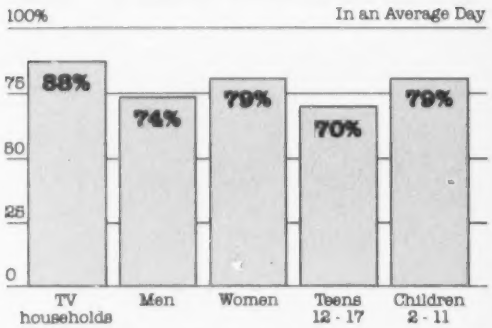
Summer viewing tops 6½ hours per day.

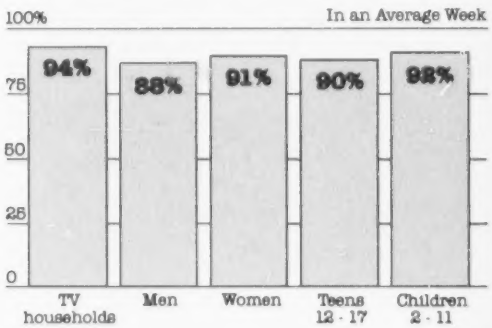




Source: A.C. Nielsen

Television reaches people.

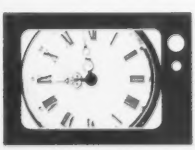




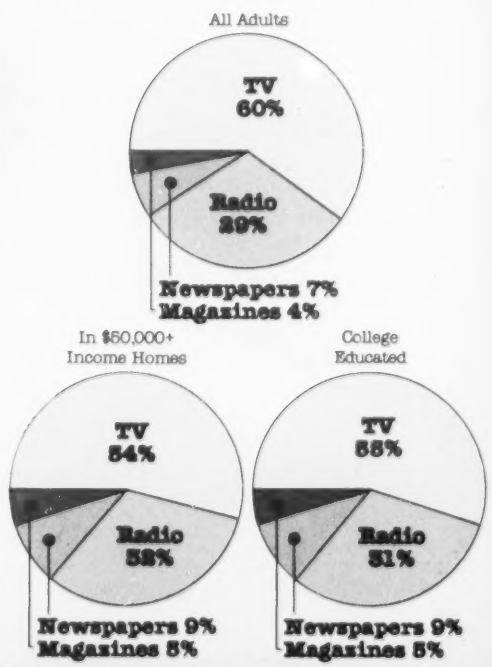
Daily Hours of Viewing

TV households	Men	Women	Teens 12 - 17	Children 2 - 11
7:35	4:14	5:12	3:08	3:40

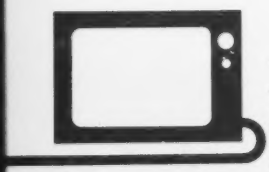
Source: A.C. Nielsen. Reach - Feb. 82. Viewing -Feb. 87.



Adults spend more time with television than the other major media combined!



Source: TvB/R.H. Bruskin, Jan. 1986
(latest available data, 1987)



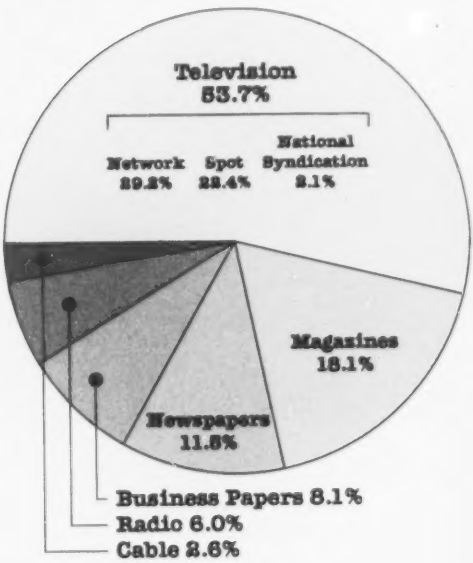
Cable homes spend most of their time with over-the-air television.

Viewing By Type of TV Household
(avg. hours per week)

Viewing	Non-Cable Homes	Basic Cable Homes	Pay Cable Homes
Over-the-Air	50.2	46.9	44.6
Cable Originated	—	10.1	11.1
Pay Cable	—	—	9.6

Source: A.C. Nielsen, Feb. 1987

Television: No. 1 national ad medium.



	Millions of Dollars 1985	1986	% Change	% of Total
TELEVISION	$14,829	$15,750	+6.2	53.7
Network	8,285	8,570	+3.4	29.2
Spot	6,004	6,570	+9.4	22.4
Nat'l Syndication	540*	610*	+13.0	2.1
Newspapers	3,352	3,376	+0.7	11.5
Magazines	5,155	5,317	+3.1	18.1
Radio (Network & Spot)	1,700	1,771	+4.2	6.0
Cable	637	752	+18.1	2.6
Business Papers	2,375	2,382	+0.3	8.1
Total Major Media	$28,048	$29,348	+4.6	100.0

Source: McCann-Erickson 5/87
*TvB estimate

Television: Fastest growing local ad medium.

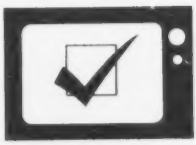
	Millions of Dollars 1985	1986	% Change	% of Total
TELEVISION	$5,714	$6,514	+14.0	18.4
Newspapers	21,818	23,614	+8.2	66.9
Retail	13,442	14,311	+6.5	40.5
Classified	8,376	9,303	+11.1	26.4
Radio	4,790	5,178	+8.1	14.7
Total Major Media	$32,322	$35,306	+9.2	100.0

Source: McCann-Erickson 5/87

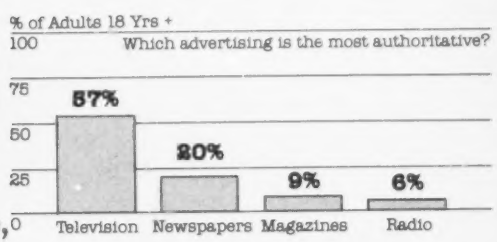
Total ad volume: Television fastest growing major medium.

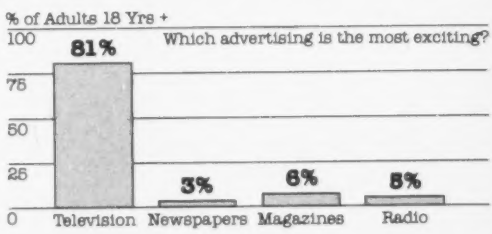
	Millions of Dollars 1985	1986	% Change	% of Total
Total Advertising	$94,750	$102,140	+7.8	100.0
TELEVISION	20,543	22,264	+8.4	21.8
Newspapers	25,170	26,990	+7.2	26.4
Magazines	5,155	5,317	+3.1	5.2
Radio	6,490	6,949	+7.1	6.8
Cable	767	931	+21.4	0.9
Business Papers	2,375	2,382	+0.3	2.3
Total Major Media	$34,250	$37,307	+8.9	36.6

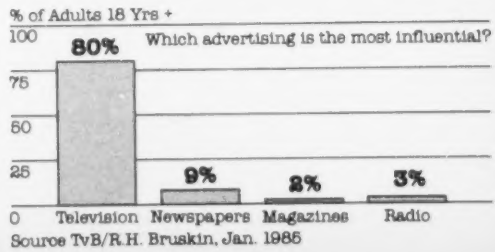
Source: McCann-Erickson 5/87



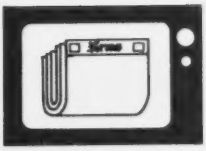
TV most authoritative, exciting, influential, by huge margins.



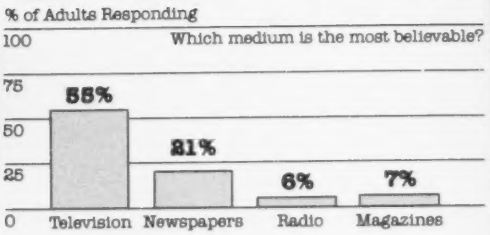


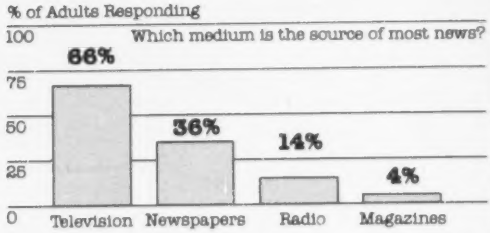


Source TvB/R.H. Bruskin, Jan. 1985



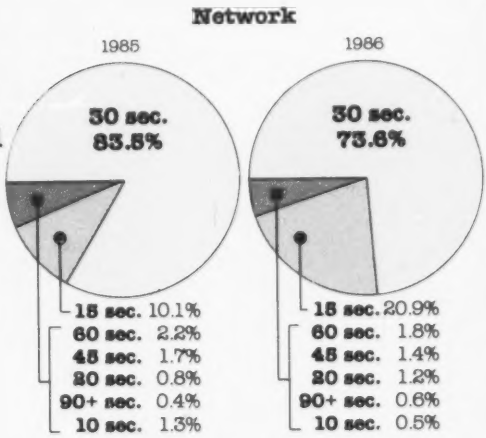
TV voted most believable, source of most news.

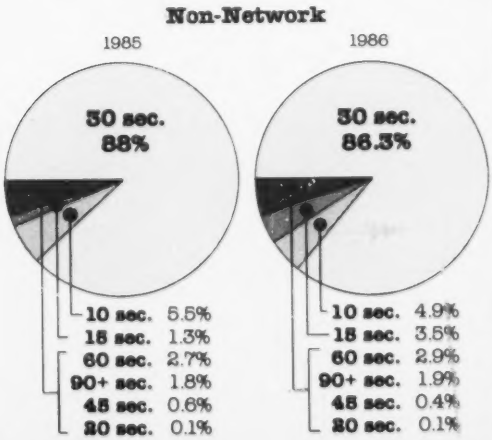




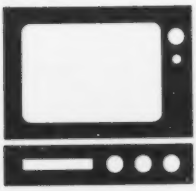
Source TIO/Roper, 1986

Length of Commercials: The 30-second dominates.

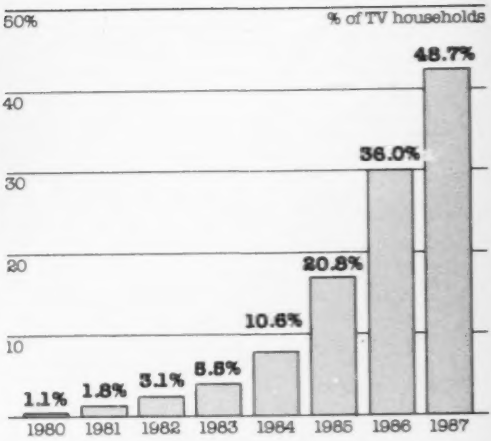




% of Total Activity
Source: BAR



VCR'S in 49% of TV homes.



VCR Households

1980	1981	1982	1983
840,000	**1,440,000**	**2,530,000**	**4,580,000**

1984	1985	1986	1987
8,880,000	**17,600,000**	**30,920,000**	**48,560,000**

Source: A.C. Nielsen (NSI) Feb. each year
TvB estimates prior to 1984

VCR households view more television.

	Non-VCR Households	VCR Households		
		Total	Reg. Usage	Rec./Set Off
1985	**7:08**	**7:18**	**7:03**	**:15**
1986	**7:05**	**7:25**	**7:12**	**:13**

Source: A.C. Nielsen, NTI VCR Status Report

Commercial Television Stations

	1980	1985	1987
Total	734	883	971
VHF	516	520	524
UHF	192	363	447

Source: Television Digest, Jan.

Top 20 Spot Television Categories 1986

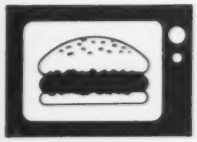
		Millions of Dollars 1986*
1.	**Food & Food Products**	$ 977
2.	**Automotive**	934
3.	**Confectionery & Soft Drinks**	376
4.	**Consumers Services**	304
5.	**Beer & Wine**	243
6.	**Toiletries & Toilet Goods**	230
7.	**Travel, Hotels & Resorts Outside U.S.**	230
8.	**Sporting Goods & Toys**	212
9.	**Publishing & Media**	167
10.	**Soaps, Cleaners & Polishers**	160
11.	**Proprietary Medicines**	144
12.	**Household Equipment & Supplies**	143
13.	**Insurance**	118
14.	**Gasoline, Lubricants & Other Fuels**	111
15.	**Home Electronics Equipment**	79
16.	**Building Materials, Equipment & Fixtures**	68
17.	**Apparel, Footwear & Accessories**	64
18.	**Jewelry, Optical Goods & Cameras**	58
19.	**Household Furnishings**	57
20.	**Pet Food & Supplies**	55

Source: BAR
*National syndicated activity not included in the 1986 data. Published category data for prior years not comparable.

Top 40 Local Television Categories 1986

	Rank	TV $ In Millions	% Change Over 1985
Amusements & Entertainment	10	128.3	+6
Appliance Stores & Repair	8	141.6	+16
Auto & Truck Dealer Sales	2	339.0	+9
Auto Repair & Service Stations	17	79.8	+10
Auto Supply & Accessory Stores	28	39.4	-4
Bake Shops	39	12.2	+23
Banks, Savings & Loan Assns	4	209.8	+7
Beauty Shops & Supplies	37	15.6	+5
Builders & Real Estate	29	38.3	-5
Carpet & Floor Covering Stores	22	43.8	+8
Clothing Stores	14	111.7	+18
Dairy Stores	38	12.4	+23
Department Stores	6	176.9	-5
Discount Department Stores	13	112.5	+10
Drug Stores	18	78.2	+16
Education Services	16	85.7	+22
Exterminators	40	11.3	+2
Financial Planning Services	30	34.0	+16
Food Stores & Supermarkets	3	302.9	+17
Furniture Stores	5	194.6	+4
Gas, Electric & Water Companies	26	41.9	+9
Hardware Stores	35	17.0	-16
Health Clubs & Reducing Salons	25	42.0	+8
Home Improvement Contractors & Bldg	15	93.0	+3
Hotels & Resorts, U.S.	19	72.8	+18
Jewelry & Metal Exchange Stores	32	27.0	+7
Legal Services	21	47.0	+23
Leisure Time Activities & Services	11	118.4	+11
Loan & Mortgage Companies	33	24.0	-3
Mail Order & Catalogue Showrooms	36	15.7	-33
Medical & Dental Services	12	113.8	+31
Movies	9	135.4	+32
Newspapers	31	33.2	+5
Optical Services & Supplies	20	47.4	+64
Radio & TV Stations & Cable TV	7	147.0	+9
Rental Services	23	43.1	+13
Restaurants & Drive-Ins	1	744.8	+11
Shoe Stores	24	42.6	+14
Shopping Centers & Associations	34	20.5	0
Sport, Hobby & Toy Stores	27	40.0	-2

Source: BAR



Top 40 Local Television Categories 1986

	Percent of Commercials by Daypart					Percent of Commercials by Month											
	Day M-F	Early Eve	Night	Late Night	Wkend Day	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Amusements & Entertainment	35	22	10	20	13	11	9	9	9	7	9	9	8	8	8	7	6
Appliance Stores & Repair	29	23	11	26	11	7	7	7	7	7	6	8	8	8	8	11	**16**
Auto & Truck Dealer Sales	23	24	12	28	13	8	9	9	9	8	9	9	**10**	8	7	8	6
Auto Repair & Service Station	14	27	14	27	18	7	7	9	8	9	9	**12**	10	10	9	8	2
Auto Supply & Accessory Stores	15	30	15	27	13	4	4	9	12	**13**	8	9	9	8	9	8	7
Bake Shops	41	28	12	11	8	5	12	8	10	7	4	3	4	7	12	**23**	5
Banks, Savings & Loan Assns.	18	32	21	22	7	7	9	11	10	9	8	7	6	8	11	9	5
Beauty Shops & Supplies	34	21	11	24	10	7	8	**33**	6	6	5	4	9	5	6	8	3
Builders & Real Estate	34	23	10	20	13	8	10	11	10	9	8	9	8	9	8	7	3
Carpet & Floor Covering Stores	47	17	7	20	9	7	9	10	9	8	8	8	8	8	10	10	5
Clothing Stores	30	28	12	20	10	6	5	9	6	7	6	5	12	8	8	12	**16**
Dairy Stores	33	20	15	16	16	1	6	11	6	8	9	**23**	7	9	6	6	8
Department Stores	38	30	12	17	3	4	6	8	7	7	7	4	10	8	9	12	**18**
Discount Department Stores	40	31	10	15	4	2	5	10	8	9	7	4	9	7	11	13	**18**
Drug Stores	39	29	10	17	5	7	8	7	6	9	6	5	7	8	9	11	**17**
Education Services	82	7	2	6	3	8	8	8	8	8	8	9	11	10	8	8	6
Exterminators	35	29	10	21	5	1	3	10	**19**	13	16	16	13	7	1	1	0
Financial Planning Services	29	27	12	19	13	**20**	17	15	10	3	4	4	4	6	6	8	3
Food Stores & Supermarkets	39	26	15	15	5	7	8	8	8	**9**	8	8	8	**9**	**9**	**9**	**9**
Furniture Stores	40	19	8	22	11	**9**	**9**	8	8	8	7	8	**9**	8	8	**9**	**9**
Gas, Electric & Water Companies	25	29	18	17	11	6	7	8	11	9	9	7	8	10	10	9	6
Hardware Stores	19	31	16	20	14	8	7	6	10	11	10	5	6	10	10	9	8
Health Clubs & Reducing Salons	60	18	7	11	4	**12**	10	9	10	8	6	6	7	10	8	8	6
Home Improvement Contractors & Bldg.	32	25	11	19	13	5	6	9	11	**12**	10	7	8	10	11	7	4
Hotels & Resorts, U.S.	32	26	12	20	10	6	9	11	12	13	**15**	8	6	6	5	5	4
Jewelry & Metal Exchange Stores	37	21	12	22	8	4	6	3	6	7	5	4	5	5	6	17	**32**
Legal Services	76	7	3	9	5	8	8	8	8	8	8	8	8	**9**	**9**	**9**	**9**
Leisure Time Activities & Services	33	26	12	19	10	7	8	7	7	9	15	**16**	12	6	6	4	3
Loan & Mortgage Companies	45	20	9	18	8	9	9	9	10	10	11	8	8	7	7	7	5
Mail Order & Catalogue Showrooms	36	30	11	17	6	4	3	4	5	9	4	1	6	7	3	17	**37**
Medical & Dental Services	57	17	7	13	6	**9**	**9**	**9**	8	8	8	8	8	**9**	**9**	**9**	6
Movies	19	42	10	23	6	7	8	8	6	7	12	**14**	12	4	7	7	8
Newspapers	24	27	19	21	9	8	8	10	12	9	8	4	4	**14**	9	9	5
Optical Services & Supplies	36	25	11	20	8	7	6	8	7	8	9	9	10	10	10	10	6
Radio & TV Stations & Cable TV	28	28	15	21	8	7	6	6	**13**	**13**	9	4	4	9	**13**	10	6
Rental Services	59	17	4	9	11	7	8	9	9	8	7	7	8	9	9	8	**11**
Restaurants & Drive-Ins	18	36	18	20	8	7	7	8	8	9	10	10	9	9	8	8	7
Shoe Stores	37	30	10	16	7	3	3	14	8	9	4	3	**16**	10	7	11	12
Shopping Centers & Associations	51	21	7	15	6	4	5	8	5	5	4	6	9	6	5	13	**30**
Sport, Hobby & Toy Stores	34	25	9	20	12	4	3	4	4	5	6	5	6	5	6	21	**31**

When a number is in color it shows this month is the category's highest TV month.
Source: RAR